



OPINION  
RESEARCH  
& STRATEGY

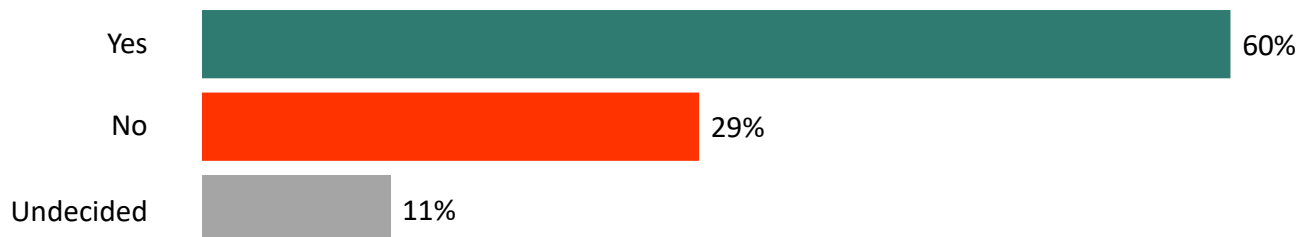
**TO** Interested Parties  
**FROM** FM3 Research  
**RE:** Results of a Survey of Westminster Residents  
**DATE** May 29, 2020

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Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of Westminster residents regarding community satisfaction and priorities for economic recovery and City services.<sup>i</sup> The survey was conducted in early May during the current global health pandemic and is instructive on the current environment to understand constituent priorities and needs. Key findings from the survey include:

**Six-in-ten respondents support local economic relief and recovery through a renewal of local funding for the City of Westminster after an exchange of information (Figure 1).** Following information, 60% of survey respondents said they would vote “yes” to support a ballot measure that would extend existing voter-approved local revenue at the future 1.5% sales tax rate. This is double the percentage (29%) who said they would vote “no,” while 11% were undecided. This level of support is well above the majority-vote threshold necessary for passage and outside the survey’s margin of error.

**Figure 1: Opinions on Potential Westminster Renewal Ballot Measure**



**Respondents’ top priorities for local recovery, relief and City services include protecting local drinking water supplies, responding to the COVID-19 crisis and addressing homelessness, among others.**

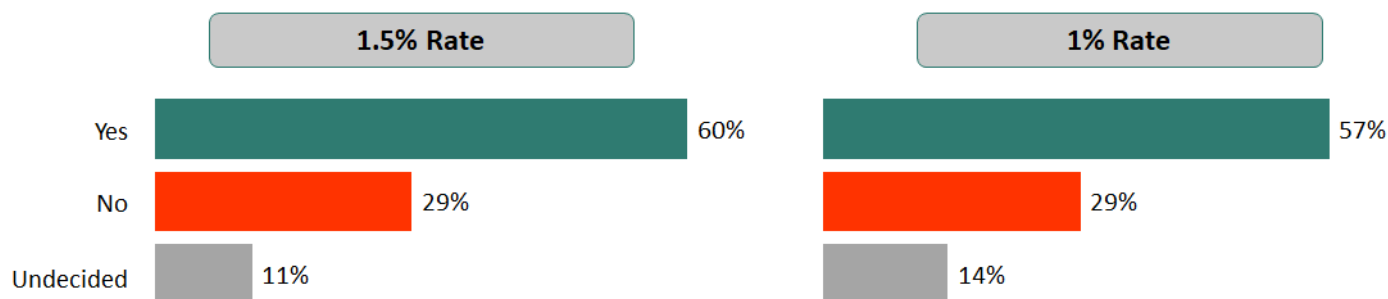
**Figure 2** on the following page lists these and other priorities which survey respondents considered to be the most important to fund.

**Figure 2: Highest Priorities for Westminster Respondents**

Priorities	% “Extremely” or “Very Important”
Protecting local drinking water supplies	82%
Keeping public areas safe and clean	79%
Maintaining the City's ability to respond to a natural or medical disaster	77%
Funding city and community-provided health services to prepare for medical emergencies, like the coronavirus outbreak	77%
Helping local businesses recover from the financial effects of the COVID-19 crisis	76%
Addressing homelessness	76%
Supporting local businesses and maintaining local jobs	74%
Preventing the elimination of Police Narcotics, Domestic Violence, Sex Crimes, and Human Trafficking units	74%
Upgrading outdated lifesaving equipment such as cardiac monitors, defibrillators and jaws of life	74%
Preserving housing that is affordable for seniors and veterans	73%
Fighting gangs and drugs	72%
Preventing cuts to 911 emergency response	71%
Investigating and preventing property crimes	71%
Preventing cuts to the number of police officers	70%
Helping residents recover from the financial effects of the COVID-19 Crisis	69%
Preventing cuts to the number of paramedics	69%
Maintaining fire protection	69%
Addressing street crime in Little Saigon	69%
Coordinating with community-based organizations to help families suffering from food insecurity	68%
Preventing cuts to senior programs	68%
Increasing housing that is affordable for middle-class residents	67%
Protecting Westminster's local finances	67%

Due to the high level of prioritization of local Westminster services, particularly those that contribute to local economic recovery and relief, after all information, there is greater support for renewing local revenue at a 1.5% rate than a 1% rate (Figure 3). As stated above, 60% of respondents indicated they would support a ballot measure to extend existing voter-approved local revenue at the future 1.5% sales tax rate. This is slightly more than the 57% who would support the measure if it continued local funding at a 1% rate.

**Figure 3: Opinions on Potential Westminster Renewal Ballot Measures**



<sup>i</sup> **Survey Methodology:** From May 2<sup>nd</sup> – 9<sup>th</sup>, 2020, FM3 completed 400 telephone survey interviews (including landline and cellular telephones) with Westminster residents with a voting history that makes them likely to vote in the November 2020 election. The survey was available in English, Vietnamese and Spanish. Results have a margin of sampling error of  $\pm 4.9\%$  at the 95% confidence interval. Some percentages may not sum to 100% due to rounding.